

Message Text

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PAGE 01 THE HA 03439 070544Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
-----081326 070615Z /13
R 061449Z JUL 77
FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 782
USDOC WASHDC

UNCLAS THE HAGUE 3439

E.O. 11652: N/A
TAGS: BEXP, AFSP, NL
SUBJECT: FY-77 CCP THIRD QUARTER PROGRESS REPORT

REF: (A) THE HAGUE 1942, (B) THE HAGUE 1926

1. ALL CAMPAIGN ACTIONS REQUIRED BY JUNE 30 COMPLETED AS STATED IN CCP EXCEPT: A. CAMPAIGN ONE (COMPUTERS AND RELATED EQUIPMENT). SEVEN TO'S IN CURRENT QUARTER FOR TOTAL TO DATE OF TWENTY-FIVE, EXCEEDING GOAL BY FIVE. FIFTEEN DUTCH BUSINESSMEN VISITED THE NATIONAL COMPUTER CONFERENCE IN DALLAS, JUNE 13-16 EXCEEDING GOAL BY SEVEN. B. CAMPAIGN TWO (POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION). SO FAR ONLY FOUR TO'S HAVE BEEN COMPLETED CAUSING A LARGE SHORTFALL OF TWENTY FOUR. SPECIAL EFFORTS WILL BE MADE IN CURRENT QUARTER TO COMPENSATE ABOVE SHORTFALL. C. CAMPAIGN THREE (LABORATORY INSTRUMENTS). MAINLY BECAUSE OF STAFF ABSENCES AND VACANCIES DUE TO RESIGNATIONS, AS WE AS HEAVY WORKLOAD, NO TO'S WERE DEVELOPED. WE WILL TRY TO COMPENSATE SHORTFALL DURING FOURTH QUARTER. D. CAMPAIGN FOUR (FOOD PROCESSING AND PACKAGING EQUIPMENT). USDOC TRADE MISSION CANCELLED. ONLY FOUR TO'S COMPLETED TO DATE. THUS A SHORTGALL OF TWENTY-TWO. ONE OF REASONS IS DEPRESSED STATE OF SECTOR, AS WELL AS LACK OF INVESTMENT INCENTIVE. HOWEVER, ACTIVE TO SOLICITATION CAMPAIGN PLANNED. BRA FOR SCHEDULED GLOBAL MARKET SURVEY NOT YET RECEIVED. AS RESULT
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PAGE 02 THE HA 03439 070544Z

PROMOTION EFFORTS TWELVE DUTCH BUSINESSMEN VISITED THE NRA HOTEL/MOTEL SHOW IN CHICAGO, MAY 21-26. WE ARRANGED GROUP FLIGHT FOR TWELVE DUTCH BUSINESSMEN, ACCOMPANIED BY FSL/P TO USTC LONDONS CATERING AND FAST FOOD EXHIBITION, JUNE 13-17. E. CAMPAIGN FIVE (CONSUMER GOODS). FORTY TO'S SUBMITTED DURING QUARTER FOR A CUMULATIVE TOTAL OF 136, EXCEEDING GOAL BY 106. AS RESULT OF PROMOTION EFFORTS, FIFTEEN DUTCH

BUYERS HAVE SO FAR REGISTERED FOR VISIT TO NATIONA HOUSEWARES EXHIBITION IN CHICAGO, JULY 11-15. AS INDICATED IN AMSTERDAM 527, MIRO HAS DECIDED TO POSTPONE INSTORE PROMOTION TO SEPTEMBER/OCTOBER 1978 TO ENSURE PURCHASES OF WIDER RANGE OF GOODS. MIRO HAS ALREADY BOUGHT 240 ITEMS VALUED AT \$400,000 IN FIRST HALF OF 1977. BECAUSE OF CLOSE CONTACTS WITH FIRM AND VISITS OF ITS EXECUTIVES, UNDER FOREIGN BUYER PROGRAM, TO SOUTHERN FURNITURE MART, HIGH POINT, N.C., PANDER N.V., A MAJOR FURNITURE RETAILER WITH TEN OUTLETS IN NETHERLANDS, WILL HAVE A SPECIAL AMERICAN FURNITURE PROMOTION OCTOBER 27- NOVEMBER 24, 1977, WITH A VARIETY OF SUPPORTING ACTIVITIES (SEE AMSTERDAM A-03, 527 AND 563). EVENT COSTS COMPLETELY COVERED BY PANDER BECAUSE OF LACK OF COMMERCE BUDGETARY FUNDS. WITH CONGEN AMSTERDAM ASSISTANCE NEW TO MARKET TOYS SHOW HELD BY HARRY SIMON AGENCIES IN AMSTERDAM, APRIL 18-23, IN COOPERATION WITH KREMER MERCHANTILE CORP., NEW YORK. OFF THE FLOOR SALES \$250,000 AND PROJECTED SIX MONTH SALES \$750,000. PROMOTION WORK WITH NETHERLANDS DRUG STORE OPERATORS ASSOCIATION (NEDERLANDSE DROGISTEN ORGANISATIE) HAS RESULTED IN BOOKINGS OF SIXTY DUTCH BUSINESSMEN FOR GROUP VISIT TO NEW YORK, SAN FRANCISCO AND HOLLYWOOD (TOGETHER WITH EIGHTY OF WEST GERMAN DRUG STORE ASSOCIATION) OCTOBER 18-28, 1977. VISITS OF FABERGE AND MAX FACTOR PLANTS ARRANGED. REXALL WILL ALSO RECEIVE GROUP MAILINGS TO APPROPRIATE DUTCH FIRMS RESULTED IN FOUR BUYERS VISITING THE SUMMER CONSUMER ELECTRONICS SHOW IN CHICAGO, JUNE 5-8.

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PAGE 03 THE HA 03439 070544Z

F. CAMPAIGN SIX (ENERGY SYSTEMS). DEVELOPED TWENTY-FIVE TO'S TO DATE, FIVE ABOVE GOAL. ORGANIZED GROUP FLIGHT FOR SIXTY DUTCH BUSINESSMEN AND OFFICIALS, ACCOMPANIED BY FSL/P, TO OFFSHORE TECHNOLOGY CONFERENCE AND EXHIBITION IN HOUSTON, MAY 2-6, THUS EXCEEDING GOAL BY THIRTY. G. CAMPAIGN SEVEN. (VISIT USA). AS RESULT EMBASSY INTERVENTION AND USTS/W COOPERATION, QUOTA OF NETHERLANDS PARTICIPANTS IN 1977 USTS/DATO TRAVEL MART IN ST LOUIS, SEPT 24-28, INCREASED FROM TWELVE TO THIRTEEN TO INCLUDE PANTA REIZEN, A TRAVEL AGENCY, TWENTY FIVE PERCENT OF WHOSE BUSINESS IS NOW TAKEN BY TRIPS TO U.S.

2. FOR NON-CAMPAIGN INITIATIVE ACTIVITIES ALL ACTIONS CARRIED OUT AS INDICATED IN CCP EXCEPT: A. INITIATIVE ACTIVITY ONE (SECTORAL APPROACH TO TRADE PROMOTION). BESIDES UP-DATING OF MARKET PROFILES AND SEVEN AIRGRAMS TO WASHINGTON, CONTACTS ALSO RESULTED IN FOURTEEN TO'S. B. INITIATIVE ACTIVITY TWO (AVIONICS AND GROUND SUPPORT EQUIPMENT). DUTCH DEFENSE MINISTER SIGNED LETTER OF OFFER AND ACCEPTANCE (LOA) FOR PROCUREMENT OF EIGHTY-FOUR F-16 FIGHTER PLANES AND OPTION ON EIGHTEEN--CULMINATION OF OVER THREE YEARS OF NEGOTIATIONS. EXTENSIVE EMBASSY SUPPORT OF U.S. PAVILION AT PARIS AIR SHOW,

JUNE 2-12, (SEE HAGUE 3311) RESULTED IN OVER SEVENTY-FIVE DUTCH BUSINESSMEN AND OFFICIALS ATTENDING JUNE 8 RECEPTION HOSTED BY AMBASSADOR MCCLOSKEY AT U.S. PAVILION. AMBASSADOR ALSO VISITED SEVERAL CHALETS OF AMERICAN COMPANIES AND ATTENDED LUNCHEON FOR DUTCH GROUP HOSTED BY GENERAL DYNAMICS. C. INITIATIVE ACTIVITY THREE (BUSINESS EQUIPMENT AND SYSTEMS). THREE TO'S SUBMITTED BRINGING TOTAL TO DATE TO FIFTEEN, EXCEEDING FY-77 GOAL BY FIVE. D. INITIATIVE ACTIVITY FIVE (BUILDING AND CONSTRUCTION EQUIPMENT AND SUPPLIES). PLANNED GROUP FLIGHT TO APARTMENT BUILDER/DEVELOPER CONFERENCE AND EXPOSITION IN LAS VEGAS, MAY 23-25, CANCELLED BECAUSE OF LACK OF SUFFICIENT DUTCH INTEREST. SPECIAL SERIES OF FIVE ARTICLES ON U.S. MARKET AND PRODUCTS WAS PUBLISHED IN QUOTE DOE HET ZELF (DHZ) UNQUOTE MAGAZINE (DO-IT-YOUSELF UNCLASSIFIED

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PAGE 04 THE HA 03439 070544Z

MAGAZINE).
MCCLOSKEY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 06-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977THEHA03439
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770240-0939
Format: TEL
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770785/aaaacwnd.tel
Line Count: 138
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ba633570-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 THE HAGUE 1942, 77 THE HAGUE 1926
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1946053
Secure: OPEN
Status: NATIVE
Subject: FY-77 CCP THIRD QUARTER PROGRESS REPORT
TAGS: BEXP, AFSP, NL
To: STATE COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/ba633570-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009